

Message Text

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PAGE 01 AMSTER 00211 021821Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----091052 030410Z /72

R 021515Z MAR 78
FM AMCOSUL AMSTERDAM
TO USDOC WASHDC
INFO SECSTATE WASHDC 3396
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM

UNCLAS AMSTERDAM 211

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: FOREIGN BUYER VISIT: HEMA BV: FO8LOW-UP

REF: A) USDOC 16982, SEPT. 7, 1977 AND PREVIOUS: B) AMSTERDAM 866,
SEPT. 2, 1977 AND PREVIOUS

1. VISIT OF HEMA BV SENIOR BUYERS TO THE U.S. TO PURCHASE CONSUMER TEXTILES AS PROJECTED IN REF B) AND PREVIOUS TOOK PLACE ON SCHEDULE. BUYERS ROMBOUT AND DE VRIES VISITED FIRMS RECOMMENDED BY USDOC FBP IN REF A).

2. DURING MARCH 1 FOLLOW-UP CALL, BUYING DIRECTOR OF HEMA, MR. MAAS, EXPRESSED CONSIDERABLE SATISFACTION WITH RESULTS OF ROMBOUT/DE VRIES VISIT AND WAS ESPECIALLY APPRECIATIVE OF QUALITY OF CONTACTS PROVIDED BY USDOC THROUGH CONGEN AMSTERDAM. MASS NOTED SPECIFICALLY ONE ORDER PLACED BY HEMA FOR US DOLS 420,000 IN CONSUMER TEXTILES WITH THOMAS-TON MILLS (MR. ROMBOUT SEPARATELY CONFIRMED PLACEMENT OF ADDITIONAL ORDERS WHICH BRING TOTAL TO OVER US DOLS 1 MILLION). MAAS WENT ON TO DESCRIBE EXCELLENT POTENTIAL OF U.S. AS SUPPLIER TO HEMA AND SAID HE EXPECTS SUCCESS OF ROMBOUT/DE VRIES VISIT WILL LEAD TO VISITS BY OTHER HEMA BUYERS, PARTICULARLY THOSE INTERESTED IN READY-TO-WEAR CLOTHING, HOME ELECTRICAL APPLIANCES, HOBBY AND DO-IT-YOURSELF ITEMS, HOUSEWARES, GLASSWARE AND TOYS.

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3. AS REPORTED PREVIOUSLY, HEMA IS MAJOR DEPARTMENT STORE CHAIN WITH 124 OUTLETS AND ANNUAL SALES EXCEEDING US DOLS 450 MILLION. HEMA HAS CARRIED FEW AMERICAN ITEMS PREVIOUSLY BUT SUCCESS OF THIS BUYER TRIP MAY WELL LEAD TO INCREMENTAD PURCHASES OF US DOLS 3 MILLIONS IN 1978 ALONE.

4. OUTSTANDING RESULTS OF HEMA BUYER VISIT CAN BE LARGELY ASCRIBED
TO EXCELLENT SUPPORT RECEIVED FROM FOREIGN BUYER PROGRAM WHICH,

THROUGH AN ACTIVE AND EFFECTIVE PROJECT OFFICER, PROVIDED NUMEROUS
QUALITY CONTACTS ON VERY SHORT NOTICE.

USDOC SUPPORT WAS VERY MUCH APPRECIATED.
LAGASSE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 02 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978AMSTER00211
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Drafter: n/a
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Expiration:
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From: AMSTERDAM
Handling Restrictions: n/a
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Original Previous Classification: n/a
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Review Exemptions: n/a
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3147295
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER VISIT: HEMA BV: FO8LOW-UP
TAGS: BEXP, NL
To: COM STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/7cef3dba-c288-dd11-92da-001cc4696bcc
Review Markings:
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